

Living Divani presents the new Press Campaign Images

The new Press Campaign images by **Living Divani** introduce a shift in perspective that returns to the essence of the brand, marking a conscious evolution of its visual language in a coherent and decisive progression.

The project stems from a deliberate choice: **to return to the origin of the photographic gesture**. Shot on film, the images convey an authentic, tangible, and vital imperfection—almost artisanal in character. A direct visual language emerges, free from superfluous artifices, where material, light, and color exist simply as themselves.

The product regains centrality. Stripped of context and narrative overlays, the furnishings emerge as suspended presences in fields of pure light.

Referencing the perceptual explorations of **James Turrell**, large colored lamps construct an essential visual space with an almost installation-like character. Immaterial environments are born, devoid of architectural references: not walls, but gradients; not boundaries, but slices of light. It is the light that generates space, shapes matter, and guides the gaze.

In this rarefied landscape, **Extrasoft** and **Echoo System** manifest as essential forms—sculptural, silent presences. The furniture does not inhabit the space; it generates it. Surfaces engage with light, color stratifies in depth, and the organic vibration of film restores a sensory physicality. Shadows do not define—they allude.

A vision that abandons hyper-controlled aesthetics to assert a more human and truthful language. Design emerges as an **architecture of light**, capable of generating atmospheres, pauses, and silences. Every shot transcends function and asserts itself as a contemporary visual experience.

The new storytelling defines a precise cultural territory: an approach that is simultaneously transgressive and coherent, strengthening Living Divani's identity while opening a horizon of essential, radical, and deeply grounded design.

“During a recent meeting with Piero Lissoni, we reflected on the desire to return to communicating with passion, restoring value to quality as an act of resistance against the increasingly polished and uniform images surrounding us. The choice to work with the three primary colors as the only light source, together with the proposal to shoot on 8x10” film, reducing post-production to finalization only, are gestures that, each in its own way, converge in the same direction: they speak of savoir-faire, a return to material as a primary element, and a different conception of time, slower, more conscious, more contemplative.” – Tommaso Sartori, Photographer

“The new imagery of Living Divani lives up to previous press campaigns. Living Divani is never presented in a traditional way; we have always used architecture as a code. Here too, architecture, color, and light are treated decisively and rigorously, without trying to soften or accommodate them.” – Piero Lissoni, Art Director

“We chose a language capable of expressing our identity without mediation. The furnishings emerge as autonomous presences in an essential visual narrative that prioritizes authenticity and research. It is a coherent evolution that strengthens the distinctive character of Living Divani and projects its vision into the contemporary.” – Carola Bestetti, CEO

Photo: Tommaso Sartori | Project by Lissoni Graphx